



**Newton British Academy**  
**Barwa City**

**WS Communication Policy**  
**Policy Date:** June 2025 – June 2027  
**Review Date:** June 2026

**"An international community of learners striving for  
excellence and celebrating success**

## **General Communication Policy**

### **1. Rationale:**

Effective communication is a vital aspect of the way we work at Newton British Academy. In order that we can continuously improve our practices, we need to communicate as effectively as possible with our pupils, staff, parents and community. It is through effective and transparent communication that information is transmitted, understanding is developed and shared, trust is built, confidentiality respected and action coordinated. Communication includes not only the message but also how that message is communicated. Good communication promotes partnership and feedback.

### **2. Aim:**

To ensure that Newton British Academy is a thriving and successful school, we must communicate effectively with each other, with our pupils, with their parents and with other members of the wider community. We need to ensure that communications between all members of the school community are clear, professional, timely and appropriate.

### **3. Objectives:**

Keep parents, pupils, staff and other stakeholders well informed, in a timely manner and given suitable notice of meetings and events. Be open, honest, ethical and professional, generate ideas and give and gain support. Clarify issues without creating excessive volume of paper and information. Avoid the inefficiency that stems from inadequate communications. Promote the school in a positive way. Convey to staff, pupils, parents and the local community a better understanding of the school's ethos and philosophy.

Constantly assess the efficiency of our communication with the school.

- Use the methods of communication most effective and appropriate to the context, message and audience.
- Be compatible with the schools core values and School Development Plan.

#### **4. Why is effective communication important?**

A positive line of communication within a school and between home and school is an essential element of the work of all schools. Effective communication enables us to share our aims and values through keeping parents well informed about school life. Through effective communication, pupils receive continuity of education, care, support and management within the school setting. At the Newton Group we have forged lines of communication to enable pupils to have this continuity and to provide parents and staff with information essential to deliver this. This includes the use of IT Communication systems such as SIMS.

#### **5. Responsibilities**

This section details the responsibilities of the different groups within the school.

##### Senior Leadership Team (SLT)

- To ensure information is made available to staff and Parents in a timely manner
- and via appropriate channels To ensure that staff have the relevant information available to communicate with colleagues effectively. To maintain open channels of two-way communication and to listen to feedback and comment from all staff.
- To keep the Deputy Principal/Principal / CEO informed of developments and concerns.

##### All Staff

- To communicate regularly with each other and parents in line with school expectations, to ensure information is available and understood within the context of the classroom and working environment.
- Parents messages and emails will be answered within a 24 - 48 hour period.
- To ensure they are informed and have access to relevant information in order to be as effective as possible in their roles and to support their work within the school.
- To use open channels of two-way communication to keep the SLT/ staff informed.

#### **6. Communication strategy**

We communicate to our pupils by:

- Displaying our Vision, Mission and Values throughout the school and instilling the school and

MoE values in all that we do as a school through lessons, activities, ECAs and all events.

- Working with the School Council to ensure their voice is heard.
- Encouraging effective interpersonal communication between pupils by leading by example; i.e. communicating well with pupils and allowing them to observe proper communication between the staff.
- Sharing and evaluating lesson objectives with pupils
- Ensuring that all pupils are aware of the various policies and procedures which relate directly to them, with information being communicated to them through the Form tutor and class teacher and through assemblies, meetings/notices, such as the behaviour expectations and presentation of work.
- Ensuring that pupils are aware of the wider aspects of school life through displays throughout the school. Promoting fair play and friendly competition through the House System Regular assemblies where general notices are given to pupils and pupil successes are highlighted and praised.

We communicate to our staff through:

- Staff meetings, departmental (subject) meetings, key stage and year group meetings, Professional Development (PD) and information sessions, one-to-one meetings and morning briefings.
- All formal meetings should be structured and minuted and members invited to contribute to decision making.
- Staff meetings & SMT meetings take place every week and the minutes are emailed to all the committee / shared on G-Drive.
- Staffroom Notice boards are used for announcements.
- Email is used for day to day communication and messages.
- The Staff Handbook is used to inform staff of all School Policies and general school expectations. All staff are required to serve on at least one committee.
- Minutes of the various committee meetings are shared accordingly. Letters are used to communicate and document any important information to individual staff members.
- Staff communicate outside of school hours via emails, telephone calls and text messages.
- Staff Surveys and Evaluations are used for staff to express their opinions of events and occurrences at school.

We communicate to our parents and community through:

- At NBA we value our parents and consequently are in frequent contact with them through emails, letters, SMS, Dojo messages, google classroom to inform them of the many positive events and experiences that their children have at the school.

- The Parent Teacher Association (PTA) encourages open communication between the school and

parents via email, the website and regularly scheduled meetings.

- The Parent Handbooks are used to keep parents informed of the organisation, structure and curriculum of the school. Information is sent home in the form of emails (electronic) and letters, keeping parents abreast of all events.
- Staff also use emails as a form of communication between teachers and parents.
- The schools facebook/website is used to publish all information that parents, carers and the general public might find useful.
- The EYFS and Primary teachers use Class Dojo to inform parents on a daily basis with messages as well as sharing success in the class with photographs of children's work and the activities that have been taught.
- Google Classroom is used by the Secondary section of the school as well as email to communicate all information.
- The Parent Liaison Officer sends regular communication in both English and Arabic to parents to update them on events, policies, procedures and expectations.
- Parent Surveys inform the school of parent opinions and their concerns
- Termly Parents Meetings are held to keep parents informed of their child's progress. Should teachers want to meet with a parent or a parent with a teacher outside of these appointed times, separate appointments are agreed. Written Reports are issued each term to pupils and parents.
- An annual Year Book is given to pupils to celebrate that year at NBA
- Prize Giving and other special events allow us to showcase and celebrate the special efforts and hard work of our pupils.
- All communication from parents must be in line with expectations of the Parent Code of Conduct and the Parent Compliant Policy at NBA.

## **7. Equality Statement**

The Newton Group does not unlawfully discriminate in employment or in its programmes and activities. All staff have equal access and inclusive rights to their work regardless of their gender, sexual orientation, race, disability or ability. The Newton Group is committed to creating a positive climate that will enable everyone to work free from racial intimidation and harassment and to achieve their full potential.